



Strategies to Successfully Market Health Promotion Programs . . .

. . . TO A RELUCTANT OR RESISTANT AUDIENCE

Marketing expert, Dr. Eric Newman, will help us discover strategies to successfully market health promotion programs to those who may not be inclined to hear our message. During this interactive and skills-focused training, participants will learn:

- How to develop an effective sales style based on personal temperament
- How to adapt messages and communication styles to the target customer to gain customer commitment
- How to use effective sales strategies to overcome challenges presented by the customer

**Wednesday,
August 4th, 2010
8:30 am – 12 noon**

**COUNTY OF SAN
BERNARDINO BEHAVIORAL
HEALTH AUDITORIUM**
850 E. Foothill Blvd
Rialto, CA 92376

**For More Information and to
Reserve Your Space**

Please Contact:

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Dr. Eric Newman is professor and chair of the Marketing Department at California State University San Bernardino. He specializes in personal and professional sales strategy and teaches a number of courses including Professional Selling, Marketing Strategy, Marketing Research, Marketing Principles, and Sports & Entertainment Marketing. He received his BS and MBA from the University of Montana and a Ph.D. from Washington State University. Current research is in the areas of personal strategy, experiential marketing, and sports & entertainment marketing.

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